

2004 Utah Tourism at a Glance

- Travelers accounted for \$4.96 billion in traveler spending* for the Utah economy
- Traveler spending generated \$394 million in state and local tax revenues* (\$462 per Utah housing unit)
- In 2004, 17.5 million visitors traveled to Utah*
- 112,000 jobs* in travel and tourism-related industries (9.6% of total Utah nonfarm jobs)
 - ✓ 77,000 Direct tourism jobs
 - ✓ 35,000 Indirect tourism jobs
- Domestic visitors spent on average \$75 per person per day and stayed 3.1 nights (2001 Data)
- 83% of Utah's visitors come from the Western United States (2001 Data)
 - ✓ Utah
 - ✓ California
 - ✓ Idaho
 - ✓ Nevada
 - ✓ Colorado
 - ✓ Texas
 - ✓ Wyoming
 - ✓ Washington
- International visitors accounted for 3.4% of total non-resident visitation with an estimated 600,000 visits in 2004. Top international markets include: (2002 Data)
 - ✓ Canada
 - ✓ Germany
 - ✓ United Kingdom
 - ✓ France
 - ✓ Japan
 - ✓ Italy
 - ✓ Switzerland
 - ✓ Netherlands
- International visitors to Utah spent on average \$81 per day and stayed 5.7 nights in Utah (¼ of their total U.S. trip – 1997-99 Data)
- 5.4 million recreation visits were made to Utah's five national parks during 2004. Another 4.9 million recreation visits* occurred at Utah's eight national monuments and two recreation areas.
- 4.4 million visitors enjoyed Utah's 41 state parks during 2004
- 22.4 million vehicles crossed Utah's borders along Interstate highways in 2004
- 18.3 million passengers* arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.4 million skier days during the 2003/04 season
- 612,004 visitors stopped at one of Utah's six Welcome Centers during 2004
- 61.5% statewide hotel/motel occupancy rate*

*These figures are estimates which may be revised once final year-end figures become available.

For addition information on Utah tourism, please visit the online Research & Planning section of the Utah Travel Council's business website: travel.utah.gov